DOCUMENT RESUME

ED 405 009 IR 056 332

AUTHOR	Turner, Anne M.
TITLE	Getting Political: An Action Guide for Librarians and Library Supporters.
REPORT NO	ISBN-1-55570-282-1
PUB DATE	97
NOTE	167p.
AVAILABLE FROM	Neal-Schuman Publishers, Inc., 100 Varick St., New York, NY 10013 ($39.95).
PUB TYPE	Books (010) -- Guides - Non-Classroom Use (055)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Advocacy; Case Studies; Community Action; Fund Raising; Librarian Attitudes; Libraries; *Library Administration; Library Administrators; Library Associations; *Library Funding; Library Personnel; *Library Planning; Library Services; Mass Media; Political Issues; Political Power; *Politics; *Power Structure; Public Opinion; Social Action; Strategic Planning; Users (Information)
IDENTIFIERS	*Action Plans; Coalitions; Public Awareness

ABSTRACT

In order to meet today's financial challenges, libraries must be ready, willing, and able to enter the arena of politics and compete for scarce public funding. This book offers librarians, library workers, trustees, and friends' organizations practical advice, case studies, and step-by-step guidance for evaluating the existing local political structure, galvanizing public support, and using aggressive political action to influence or take control of the process of government decision-making about libraries. The book contains an introduction--Do Librarians Hate Politics? And Does it Matter?--and the following chapters: (1) Strategic Planning for Political Action; (2) Who Runs River City?--analysis of power structures; (3) Targeting: Politicians, Wannabes, and Opinion Leaders; (4) Some Notes on Recruitment and Tactics; (5) All Politics Is Local: An Advocacy Training Workshop; (6) Coalitions: Togetherness Builds Strength; (7) Who Wants To Know? Political Opinion Polling; (8) Handling the Media: Tools of the Trade; (9) Being There--personal community networking; and (10) On Your Own--political advocacy in the small or isolated community. A subject index is included. (Author/SWC)

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